



# Raster Art Vs. Vector Art

With all of the image options and file formats out there, it can be a little overwhelming when you are choosing what file type to use. Compatibility is always a concern when you are working with different file types, however when it comes to graphics and images the type of file you use is essential to how the image renders. There are two types of digital graphics files - vector and raster.



## Raster Artwork

Any digital art composed of horizontal and vertical rows of pixels. As a result, when raster images are enlarged the image pixelates, with the quality significantly diminished.

Typical raster file types include psd, tif, jpg, gif and bmp (These raster file types can be saved as pdf or eps files, which does not change the file composition).



## Vector Artwork

Any digital art composed of mathematical lines and curves. As a result, vector images can be reduced or enlarged in size indefinitely without any loss in the image quality.

Typical vector file types include ai, indd and cdr. (These vector files types can be saved as pdf, or eps files.)

## Graphic Design

Our design team at allsigns print and design work closely with our production team to ensure your design is suitable for all applications including signage, printing, workwear or promotional products. It is important that your graphics be initially created in the correct file format to ensure a professional, high quality result in all applications. This will save you time and money, something which is precious to us all.